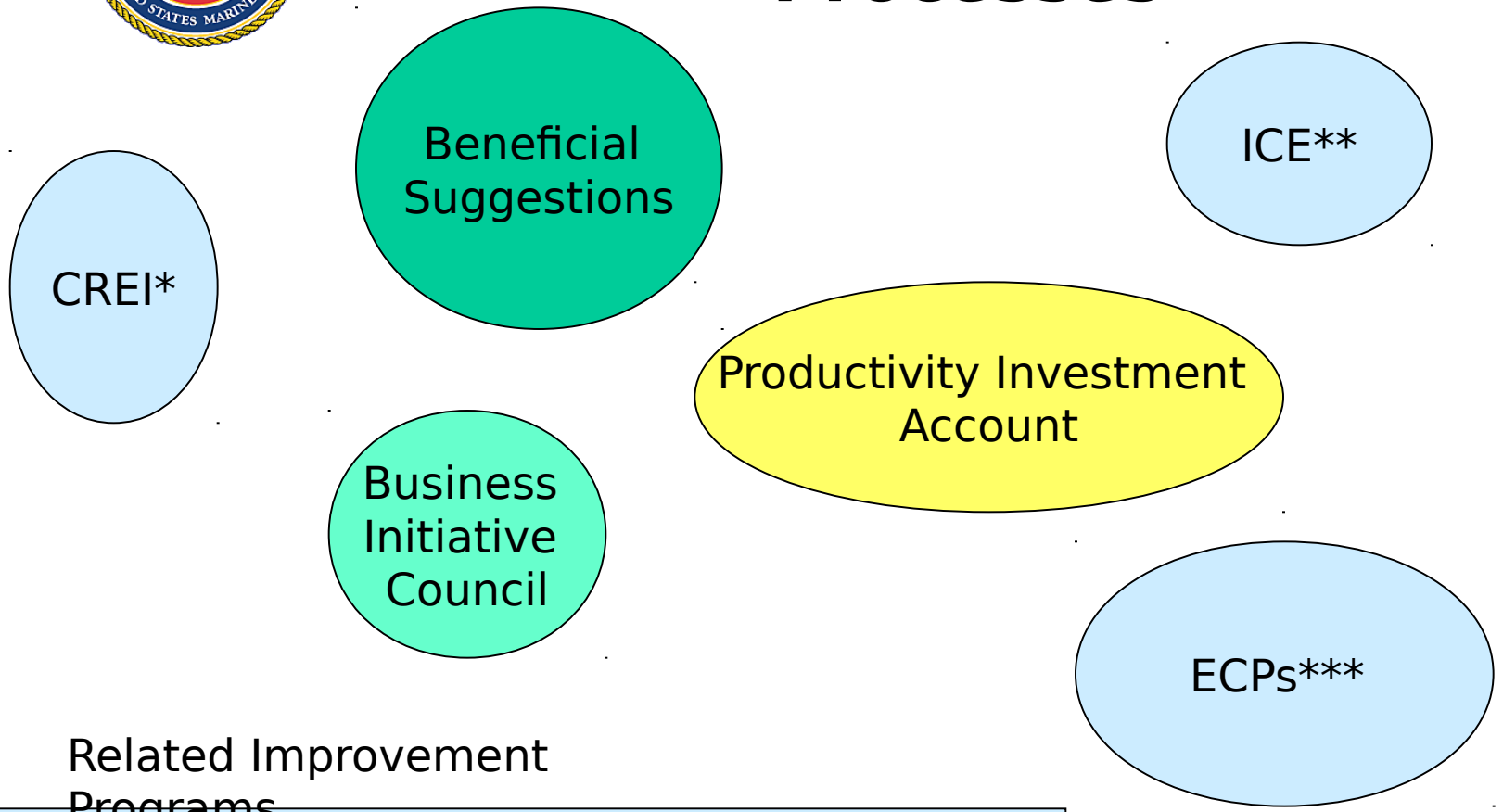
Marine Corps Business Enterprise

“INNOVATE”

A single program for Marine Corps improvement ideas

Current Improvement Suggestion Solicitation Processes



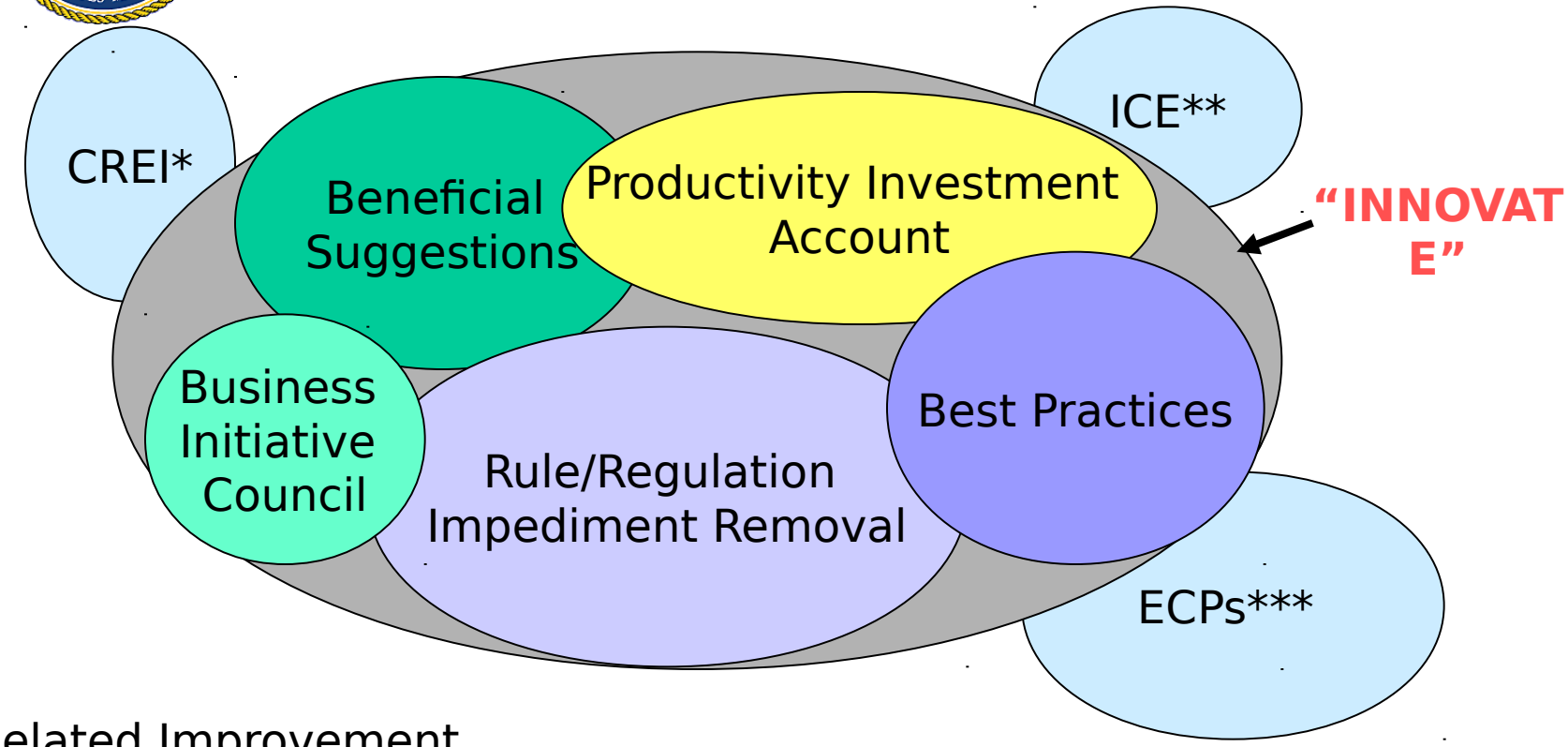
Related Improvement Programs

* Cost Reduction and Efficiency Improvements (Navy/MC)

** Interactive Customer Evaluations (DoD)

*** Engineering Change Proposals (DoD)

An Integrated Improvement Submission and Evaluation Process



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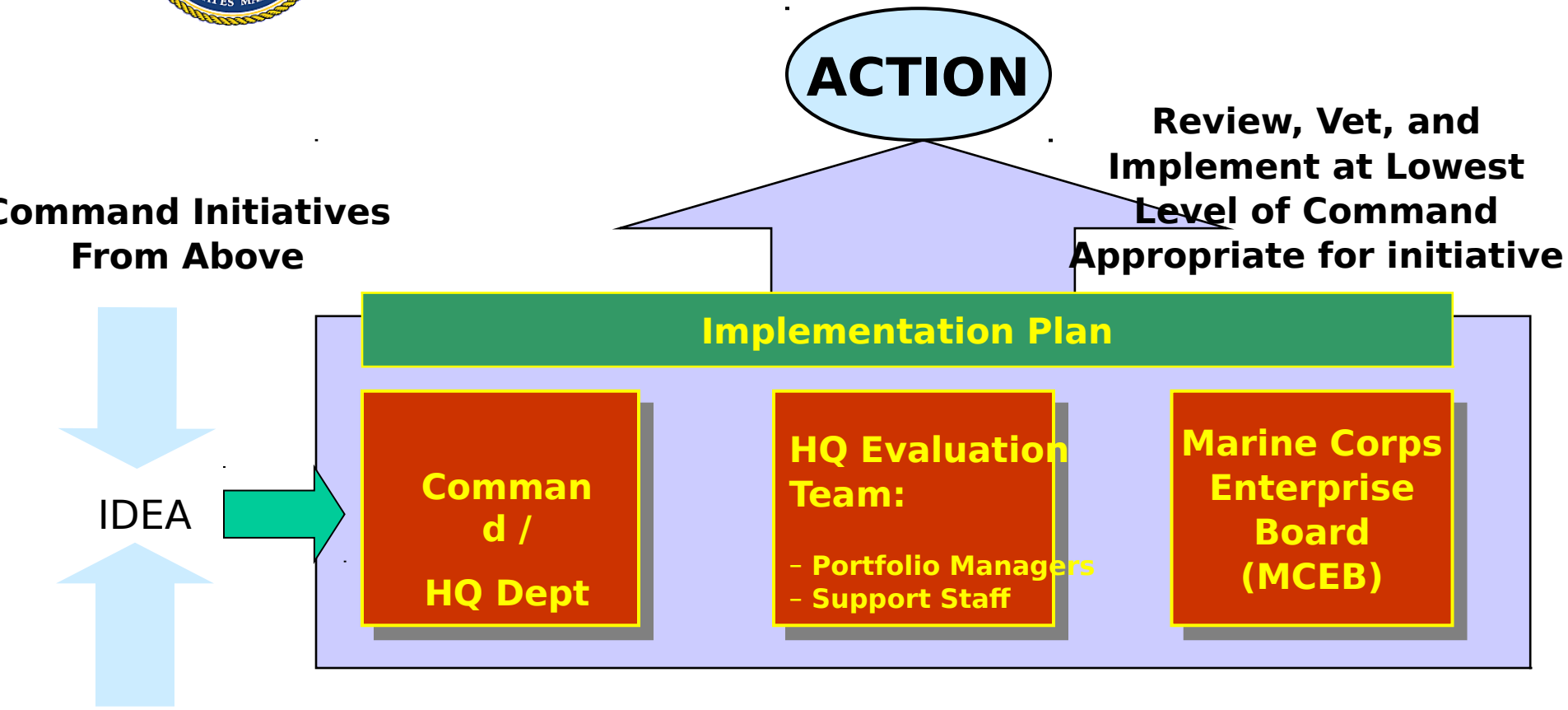
The “INNOVATE” Program

- Unify the submission of improvement ideas
- Provide help in framing
- Permit rapid evaluation/approval
- Remove impediments that constrain implementation of a good idea
- Provide modest amounts of immediate O&M funding for the most promising ideas that need resources
- Reward and recognize the people who suggest those that work
- Share those that have proven utility

The "INNOVATE" Review Process


ACTION
Review, Vet, and Implement at Lowest Level of Command Appropriate for initiative
Command Initiatives From Above
Implementation Plan
IDEA
Command / HQ Dept
HQ Evaluation Team:
– Portfolio Managers
– Support Staff
Marine Corps Enterprise Board (MCEB)
Field Initiatives From Below
Report Implementation Metrics, Coordinate with External Entities, Request Command Support

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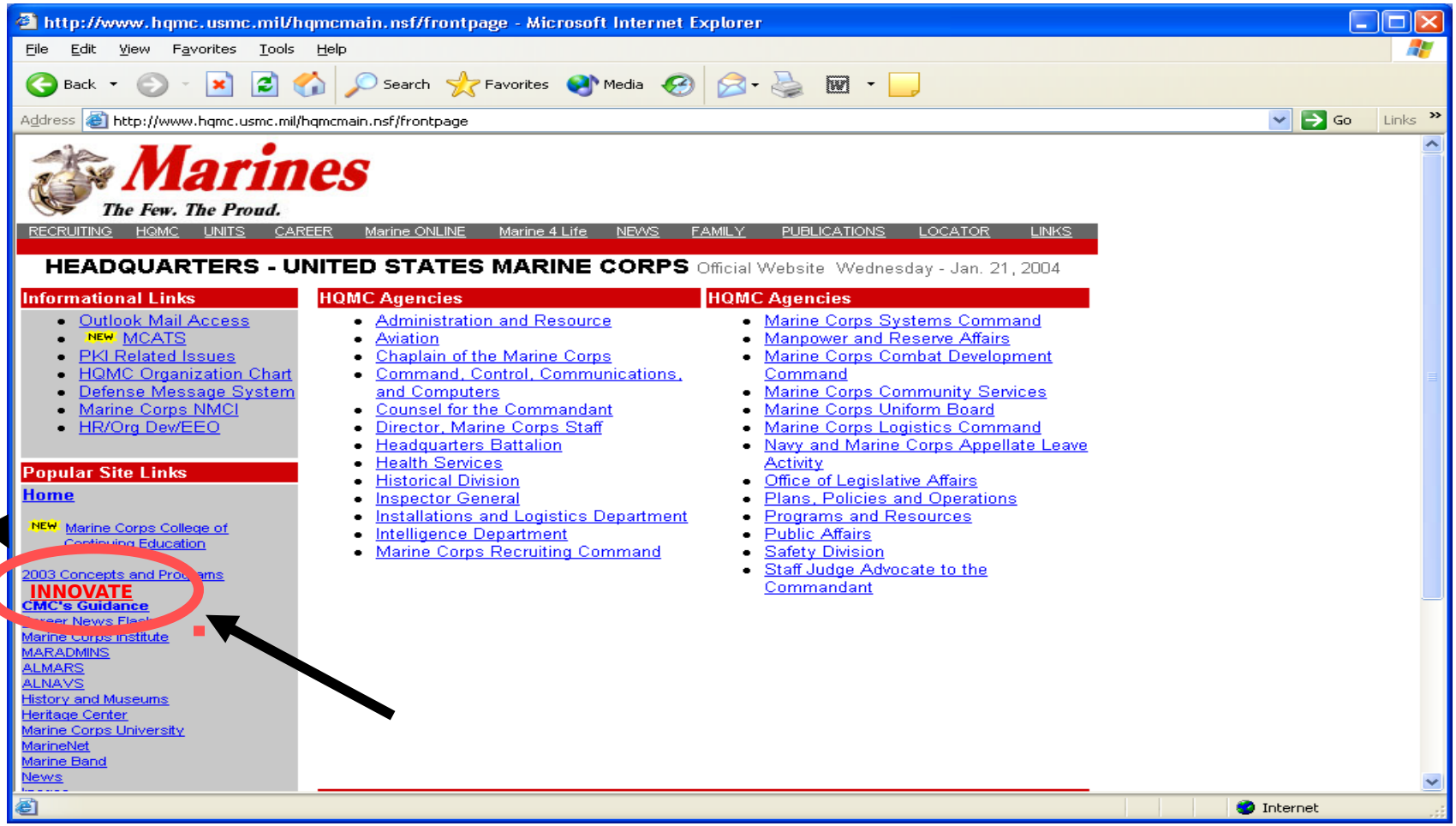
Proposed "INNOVATE" Entry Point



“INNOVATE” Next Steps

- Approve name/establish as a program
- Establish relationship (MOA) with LOGCOM
- Determine awards funding sources (from savings or special funding line)
- Designate portfolio managers
- Design and stand-up web site
- Prepare and publish Marine Corps policy
- Design and implement publicity campaign

The Marine Corps Business Transformation Program

Supporting DoD and DoN Business Transformation Objectives

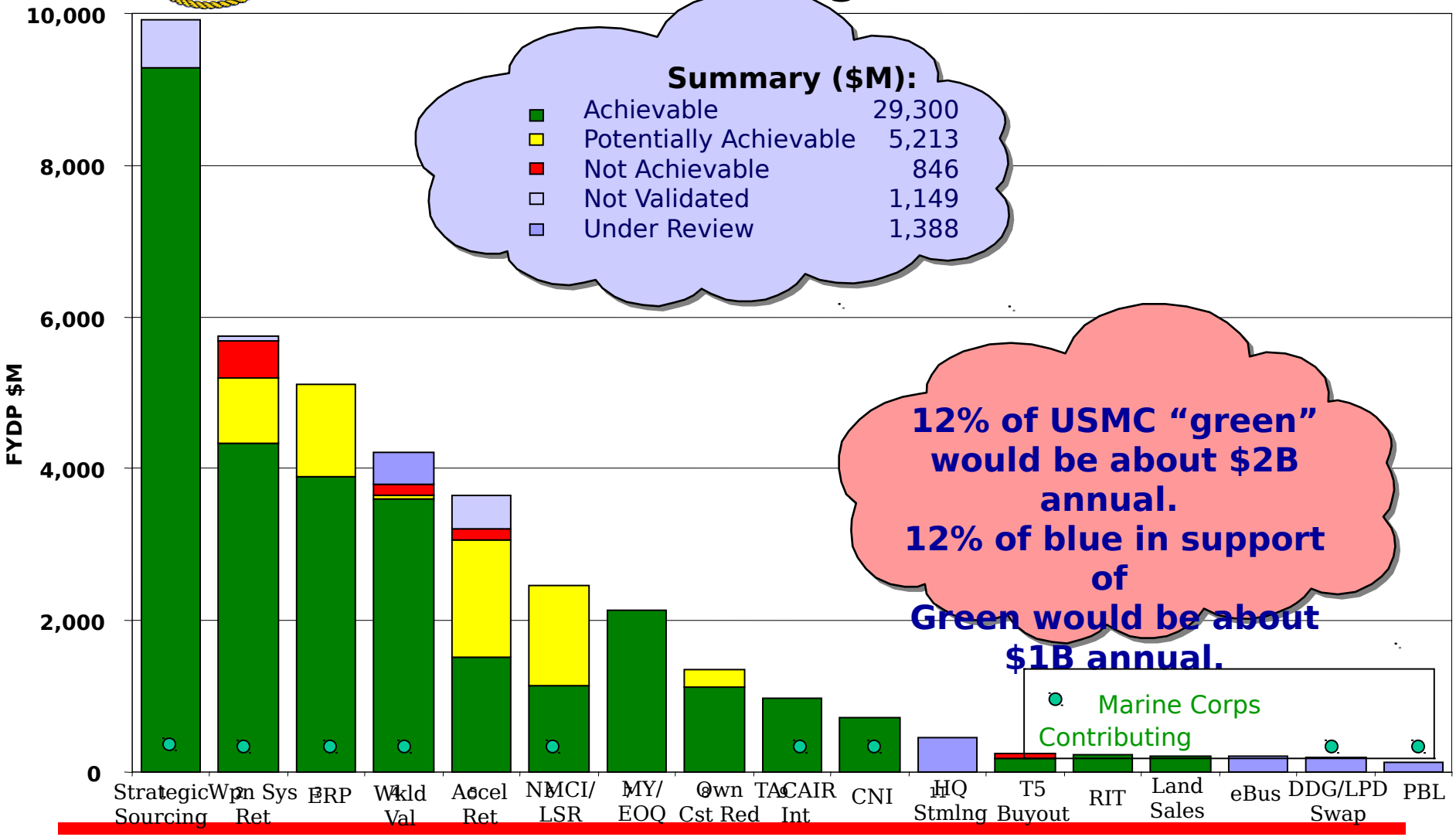
Dr. Eric West
Deputy Director, Marine Corps Business Enterprise

Marine Corps Contribution

- **Lack of Understanding**
  - **Need to improve marketing of on-going Marine Corps Business Transformation initiatives**
  - **USMC transformation story has not resonated (manpower needs versus high dollar value hardware (ships) within Department of the Navy**
- **Relationship with Navy's "Sea Enterprise"**
  - **Will support Marine Corps objectives**
  - **Will link where blue supports green**

Navy Sea Enterprise Accomplishments and Goals

Identified Savings (Goal: $38B/7%)



Action Plan for Business Transformation

I. Proof of Concept (Dec 03 – Mar 04)

- Assemble list of USMC 'Non-Warfighting' Initiatives
- Identify benefits: Effectiveness, $, and/or Marines
- Identify USMC POM 06 goal

II. Comprehensive HQMC Departments (Mar 04 – Apr 04)

- Finalize list of all Department initiatives
- Integrate / de-conflict initiatives
- Identify/quantify benefits/prioritize

III. USMC Business Enterprise (Apr 04 – Jun 04)

- Brief ASN RD&A Young
- Communicate transformation goals of MROC / CMC
- Develop consolidated listing of all USMC initiatives
- Create authority, direction, and goals to proceed based on POM 06
- Improve coordination, implementation, and reporting

IV. External Interactions (Jul 04 – Aug 04)

- Incorporate DoN and DoD entities and initiatives

Dr. Eric E. West

Dr. West is currently the Deputy Director of Marine Corps Office of Business Enterprise. He is also Head of the Business Development Branch of the MCBE. He is directly responsible for the Innovate Program that includes the Beneficial Suggestion Program and the Venture Capital Program. He is the Manager of the Business Transformation Initiative Tracking activity at Headquarters Marine Corps.

Prior to this Dr. West was Director of the Management Analysis Office that worked for the ACMC.

Prior to this assignment Dr. West was Deputy Director of the Office of Total Quality Leadership. He was responsible for the development and implementation of "Just-in-Time" training in Process Management and Process Re-Engineering.

Before this he was Head of the Manpower Standards and Requirements Unit. As Head of this Unit he designed and tested Manpower Requirements Determination Processes for the Marine Corps.

Dr. West went to work for the Marine Corps in 1986. Prior to that he worked for the Department Energy in the Office of Consumer Affairs. Before that he worked in the Administration on Aging in the Department of Health and Human Services. He began Federal Service in 1972.